

ORDER

**WOOD**

Orders

Order / Rev: 205005

Alt Order #: 6851606

Product Desc: order

Estimate: 912918

Flight Dates: 09/12/12 - 09/18/12

Original Date / Rev: 09/12/12 / 09/12/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Smart Media Group

Buying Contact:

Billing Contact:

814 King Street

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Detroit International Bridge

Demographic: A35+

Product Codes: PL2

Priority: P3

Revenue Codes: AGY, POL, POL-ISS

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	45	\$22,625.00	\$19,231.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$22,625.00	\$19,231.25	0.00
Totals	45	\$22,625.00	\$19,231.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOOD	31%	\$22,625.00
Market	100%	\$72,983.87

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	1%	\$729.84
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	29%	\$21,165.32
WXMI	8%	\$5,838.71
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	31%	\$22,625.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	09/13/12	09/14/12	Noon News	CM	12-1p	---TF--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1			\$450.00		0.00			
E 2	WOOD	09/13/12	09/13/12		CM	12-1p	---T---	:30	1	\$450.00	P3	0.00	NM	1	\$450.00

Order / Rev: 205005
 Alt Order #: 6851606
 Flight Dates: 09/12/12 - 09/18/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$450.00 0.00															
E 3	WOOD	09/14/12	09/14/12	Noon News News 8 @ Noon	CM	12-1p	----F--	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$450.00 0.00															
E 4	WOOD	09/17/12	09/17/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$450.00 0.00															
E 5	WOOD	09/18/12	09/18/12	Noon News News 8 @ Noon	CM	12-1p	-T-----	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$450.00 0.00															
E 6	WOOD	09/13/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1-2p	---TF--	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---TF-- 1 \$250.00 0.00															
E 7	WOOD	09/13/12	09/13/12	Days of Our Lives Days of Our Lives	CM	1-2p	---T---	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$250.00 0.00															
E 8	WOOD	09/14/12	09/14/12	Days of Our Lives Days of Our Lives	CM	1-2p	----F--	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$250.00 0.00															
E 9	WOOD	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	1-2p	M-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$250.00 0.00															
E 10	WOOD	09/18/12	09/18/12	Days of Our Lives Days of Our Lives	CM	1-2p	-T-----	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
DAYS OF OUR LIVES <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$250.00 0.00															
E 11	WOOD	09/13/12	09/14/12	M-F 2-3p Rachael Ray	CM	2-3p	---TF--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---TF-- 1 \$100.00 0.00															
E 12	WOOD	09/13/12	09/13/12	M-F 2-3p Rachael Ray	CM	2-3p	---T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$100.00 0.00															
E 13	WOOD	09/14/12	09/14/12	M-F 2-3p Rachael Ray	CM	2-3p	----F--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$100.00 0.00															
E 14	WOOD	09/17/12	09/17/12		CM	2-3p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00

Order / Rev: 205005
Alt Order #: 6851606
Flight Dates: 09/12/12 - 09/18/12

Advertiser: POL/Detroit International Bridge
Product Desc: order
Estimate: 912918

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 2-3p Rachael Ray RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$100.00 0.00															
E 15	WOOD	09/18/12	09/18/12	M-F 2-3p Rachael Ray	CM	2-3p	-T-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
RACHEL RAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$100.00 0.00															
E 16	WOOD	09/13/12	09/14/12	M-F 3-4p Dr Oz	CM	3-4p	---TF--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---TF-- 1 \$100.00 0.00															
E 17	WOOD	09/13/12	09/13/12	M-F 3-4p Dr Oz	CM	3-4p	---T---	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$100.00 0.00															
E 18	WOOD	09/14/12	09/14/12	M-F 3-4p Dr Oz	CM	3-4p	----F--	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$100.00 0.00															
E 19	WOOD	09/17/12	09/17/12	M-F 3-4p Dr Oz	CM	3-4p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$100.00 0.00															
E 20	WOOD	09/18/12	09/18/12	M-F 3-4p Dr Oz	CM	3-4p	-T-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$100.00 0.00															
E 21	WOOD	09/13/12	09/14/12	5am Daybreak 5am Daybreak	CM	5a-6am	---TF--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---TF-- 1 \$225.00 0.00															
E 22	WOOD	09/13/12	09/13/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ---T--- 1 \$225.00 0.00															
E 23	WOOD	09/14/12	09/14/12	5am Daybreak 5am Daybreak	CM	5a-6am	----F--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 ----F-- 1 \$225.00 0.00															
E 24	WOOD	09/17/12	09/17/12	5am Daybreak 5am Daybreak	CM	5a-6am	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 1 \$225.00 0.00															
E 25	WOOD	09/18/12	09/18/12	5am Daybreak 5am Daybreak	CM	5a-6am	-T-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$225.00 0.00															
E 26	WOOD	09/13/12	09/14/12		CM	6-7a	---TF--	:30	1	\$650.00	P4	0.00	NM	1	\$650.00

Order / Rev: 205005
Alt Order #: 6851606
Flight Dates: 09/12/12 - 09/18/12

Advertiser: POL/Detroit International Bridge
Product Desc: order
Estimate: 912918

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6am Daybreak															
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	---TF--	1		\$650.00		0.00						
E 27	WOOD	09/13/12	09/13/12	6am Daybreak	CM	6-7a	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	---T---	1		\$650.00		0.00						
E 28	WOOD	09/14/12	09/14/12	6am Daybreak	CM	6-7a	----F--	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	----F--	1		\$650.00		0.00						
E 29	WOOD	09/17/12	09/17/12	6am Daybreak	CM	6-7a	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	M-----	1		\$650.00		0.00						
E 30	WOOD	09/18/12	09/18/12	6am Daybreak	CM	6-7a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
6am Daybreak															
NEWS8-DAYBREAK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-T-----	1		\$650.00		0.00						
E 31	WOOD	09/13/12	09/14/12	Today Show 2	CM	9-10a	---TF--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	---TF--	1		\$500.00		0.00						
E 32	WOOD	09/13/12	09/13/12	Today Show 2	CM	9-10a	---T---	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	---T---	1		\$500.00		0.00						
E 33	WOOD	09/14/12	09/14/12	Today Show 2	CM	9-10a	----F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	----F--	1		\$500.00		0.00						
E 34	WOOD	09/17/12	09/17/12	Today Show 2	CM	9-10a	M-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	M-----	1		\$500.00		0.00						
E 35	WOOD	09/18/12	09/18/12	Today Show 2	CM	9-10a	-T-----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
Today Show 2															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	-T-----	1		\$500.00		0.00						
E 36	WOOD	09/15/12	09/15/12	Daybreak Sat @6am	CM	6-7a	-----S-	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
Daybreak Sat 6am															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	-----S-	1		\$300.00		0.00						
E 37	WOOD	09/15/12	09/15/12	Daybreak Sat @7am	CM	658-8a	-----S-	:30	1	\$650.00	P3	0.00	NM	1	\$650.00
Daybreak Sat@7am															
NEWS 8A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/10/12	09/16/12	-----S-	1		\$650.00		0.00						
E 38	WOOD	09/16/12	09/16/12		CM	758-9a	-----S	:30	1	\$950.00	P3	0.00	NM	1	\$950.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show Su											
				Today Show Sunday											
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	-----S			1		\$950.00		0.00				
E 39	WOOD	09/12/12	09/12/12	M-F 6p News	CM	6-630p	--W----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	--W----			1		\$1,500.00		0.00				
E 40	WOOD	09/13/12	09/13/12	M-F 6p News	CM	6-630p	---T---	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	---T---			1		\$1,500.00		0.00				
E 41	WOOD	09/14/12	09/14/12	M-F 6p News	CM	6-630p	----F--	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	----F--			1		\$1,500.00		0.00				
E 42	WOOD	09/17/12	09/17/12	M-F 6p News	CM	6-630p	M-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	M-----			1		\$1,500.00		0.00				
E 43	WOOD	09/18/12	09/18/12	M-F 6p News	CM	6-630p	-T-----	:30	1	\$1,500.00	P4	0.00	NM	1	\$1,500.00
				M-F News 8 @6p											
NEWS 8 AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/17/12		09/17/12	09/23/12	-T-----			1		\$1,500.00		0.00				
E 44	WOOD	09/15/12	09/15/12	Sat 6p News 8	CM	6-630p	-----S-	:30	1	\$850.00	P4	0.00	NM	1	\$850.00
				Sat News 8 @6p											
SA NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	-----S-			1		\$850.00		0.00				
E 45	WOOD	09/16/12	09/16/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 09/10/12		09/10/12	09/16/12	-----S			1		\$1,000.00		0.00				
													Totals	45	\$22,625.00